Mill Roseman for Philip Morris 3/16/83
Draft of letter on Waxman bill -- operations executive

Dear _____:

The Congress has been presented with a bill, H.R. 1824, which is called a Comprehensive Smoking Prevention Education Act.

What it seeks to do is force the American tobacco industry to use its packaging and advertising, under incredibly specific and detailed rules and regulations, to disseminate propaganda on the alleged "dangers" of cigarette smoking.

If this legislation were adopted, the tobacco industry would be forced to operate in a harness of regulations far more stringent than are applied to any other legal and legitimate area of American business. This is patently unfair.

The authority which the bill would give the regulators, particularly in the context of the bill's wording, could clearly lead to a crippling of the industry, in both manufacturing and orderly marketing. The effects on farmers, manufacturing employees, distributors and the entire retail universe can hardly be imagined. The loss of both jobs and revenues -- including tax revenues -- would be enormous. At a time when the Congress and the Administration are trying to grapple with both unacceptable deficits and massive unemployment, to add this burden would be plainly irresponsible.

In an approach which appears intended only to punish the industry, the legislation would force disclosure of trade secrets, with regard both to contents and manufacturing procedures, which no other industry suffers, and which would clearly interfere with open competitive marketing. The regulators would then be "in restraint of trade."

The Waxman bill really represents a goulash of provisions introduced in the last Congress, which were opposed by a broad group of business and labor organizations, and which the Congress wisely rejected.

I trust that examination of this proposed bill will lead to the same proper dismissal, again.

Sincerely,

2023724967

Source: https://www.industrydocuments.ucsf.edu/docs/jtxj0000